

**THE IMPACTS OF NETWORKING AND ICT USAGE ON PERFORMANCE
OF TOURISM ENTERPRISES: CASE STUDY BATAM CITY, INDONESIA**

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*To my beloved parents H. Salawat and
Rohana, and my beloved family*

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This thesis is far from perfection. Advance suggestions and opinions from readers are expected in order to improve it. Thank you very much.

ABSTRACT

The purpose of this study is to investigate the impacts of networking and ICT usage on performance of enterprises in Batam, Indonesia. A quantitative research approach via survey on 123 enterprises in tourism sector in Batam was conducted through the use of structured questionnaires. The theoretical framework was used to determine the relationships of each of independent variables (networking and ICT usage) to each of dependent variables (subjective performance, income and number of workers). The results of *multiple regressions* analysis indicated that simultaneously networking and ICT usage significantly predicted on performance. The best factor predicted subjective performance was both networking and ICT usage. Meanwhile, the best factor predicted income and number of workers was ICT usage. Research only focused on Batam tourism enterprises. Performance measurement concerned only on networking and ICT usage.

Keywords: networking, ICT usage, business performance, tourism, Batam-Indonesia.

ABSTARK

Tujuan kajian ini adalah untuk menyelidiki pengaruh-pengaruh daripada jaringan dan penggunaan teknologi informasi dan komunikasi pada prestasi syarikat pelancongan di Batam, Indonesia. Satu pendekatan penyelidikan kuantitatif melalui penelitian terhadap 123 syarikat pada sector pelancongan di Batam sudah dijalankan dengan menggunakan soal selidik terstruktur. Kerangka teori telah ditunjukkan untuk menentukan hubungan diantara setiap pemboleh ubah tidak bersandar (yaitu jaringan dan penggunaan ICT) terhadap pemboleh ubah bersandar (yaitu prestasi subjektif, pendapatan dan jumlah pekerja). Keputusan analisis kajian regresi berganda menentukan bahawa secara serentak jaringan dan juga penggunaan ICT secara signifikan telah meramalkan prestasi-prestasi syarikat. Faktor terbaik yang telah meramalkan prestasi subjektif adalah kedua-duanya, iaitu jaringan dan juga ICT. Sementara itu, faktor terbaik yang telah meramalkan pendapatan dan jumlah pekerja adalah penggunaan ICT sahaja. Penyelidikan ini hanya bertumpu pada syarikat-syarikat pelancongan di Batam sahaja. Pengukuran prestasi hanya berkonsentrasi pada jaringan dan penggunaan ICT sahaja.

Keywords: jaringan, penggunaan ICT, prestasi syarikat, pelancongan, Batam-Indonesia.